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March 18, 1993

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

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WRITER'S DIRECT DIAL NUMBER

(202) 429-7303

Ms. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, NW, Room 222
Washington, DC 20554

Re: Notification of Permitted Ex Parte Presentation
MM Docket No. 92-266

Dear Ms. Searcy:


Discovery Communications, Inc. ("Discovery"), by its attorneys and pursuant to Section 1.1206(a)(2) of the Commission's rules, hereby submits an original and one copy of this memorandum regarding a permitted ex parte presentation to the Commission's staff regarding MM Docket No. 92-266.

On Wednesday, March 17, 1993, at 2:15 p.m., Philip V. Permut, of this firm, along with Ruth Otte, Judith McHale, Gregory Durio and Barbara Wellberv. of Discovery. met with

Ms. Donna R. Searcy
March 18, 1993
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Kindly direct any questions regarding this matter to
the undersigned.

Respectfully submitted,


Wayne D. Johnsen

WDJ/rr

cc: Douglas Webbink
Kathleen Levitz

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DISCOVERY COMMUNICATIONS

**Presentation to the
Federal Communications Commission
Program Access
(March 17, 1993)**

DISCOVERY AND LEARNING

- “Edutainment”**
- Films and Documentaries that Educate and Entertain**
- Using Television to Educate, Inspire & Broaden People's Perspectives**

THE DISCOVERY CHANNEL: 60 MILLION HOMES

Documentaries on nature, the environment, science & technology, human adventure, history & exploration.

SUBSCRIBER ASSESSMENT OF QUALITY OF PROGRAMMING - NOV '92

(Beta - 4 or 5 Rating)

The Discovery Channel	76%
ESPN	74%
CNN	72%
A&E, Nickelodeon	64%
The Learning Channel	63%
The Weather Channel	62%
Family/USA/TBS/TNT	56%
Comedy Central/Lifetime	49%
VH-1	45%
MTV	38%
Travel	36%
CNBC/E!	34%

AGREEMENT WITH STATEMENT THAT CHANNEL IS HIGH QUALITY TELEVISION

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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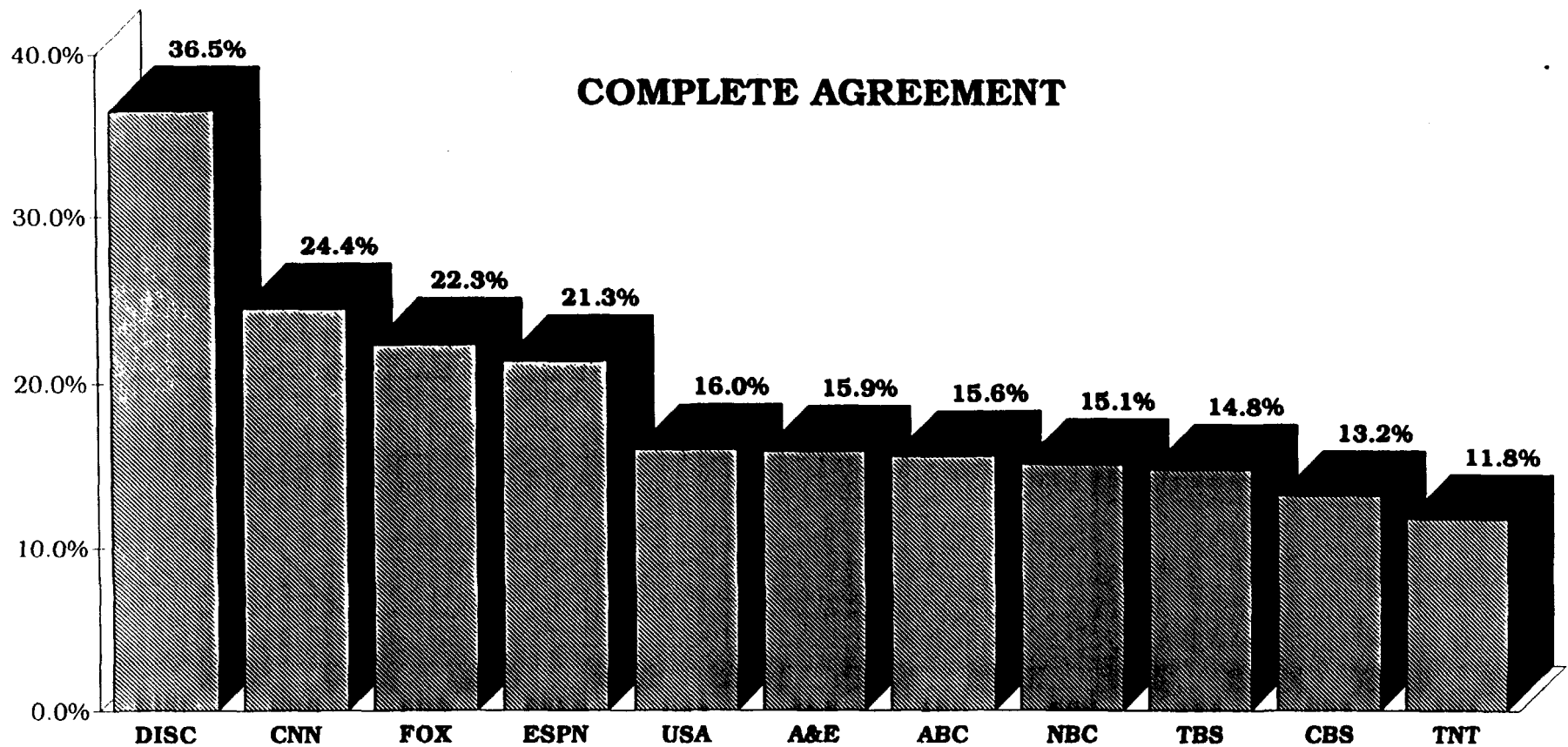
[REDACTED]

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AGREEMENT WITH STATEMENT THAT CHANNEL IS HIGH QUALITY TELEVISION



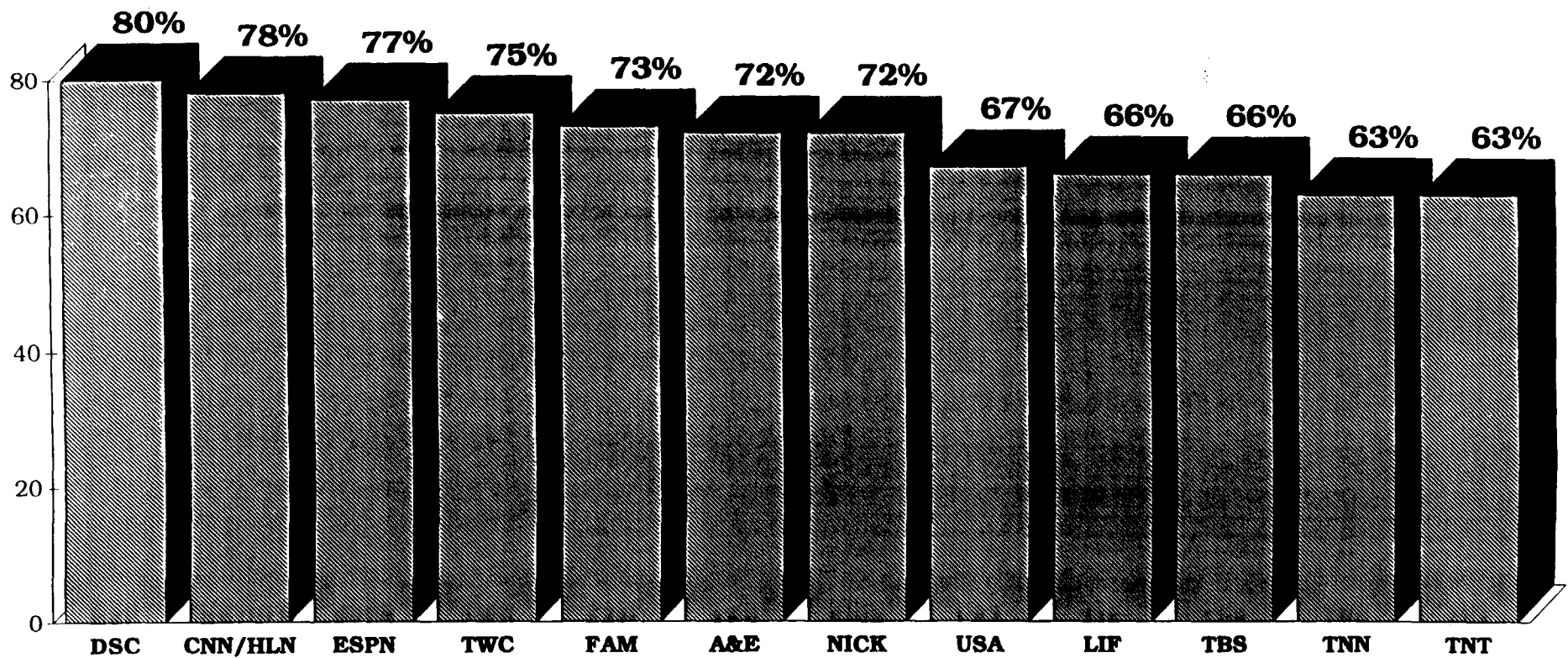
Source: Yankelovich Clancy Shulman National Survey of Cable Subscribers, February, 1992.

Base: Viewers of Respective Networks.

Note: "Complete Agreement" = 10 on a 10 point scale where 1 = "completely disagree" and 10 = "completely agree."

CABLE VIEWERS PUT DISCOVERY AT THE TOP OF THEIR LISTS!

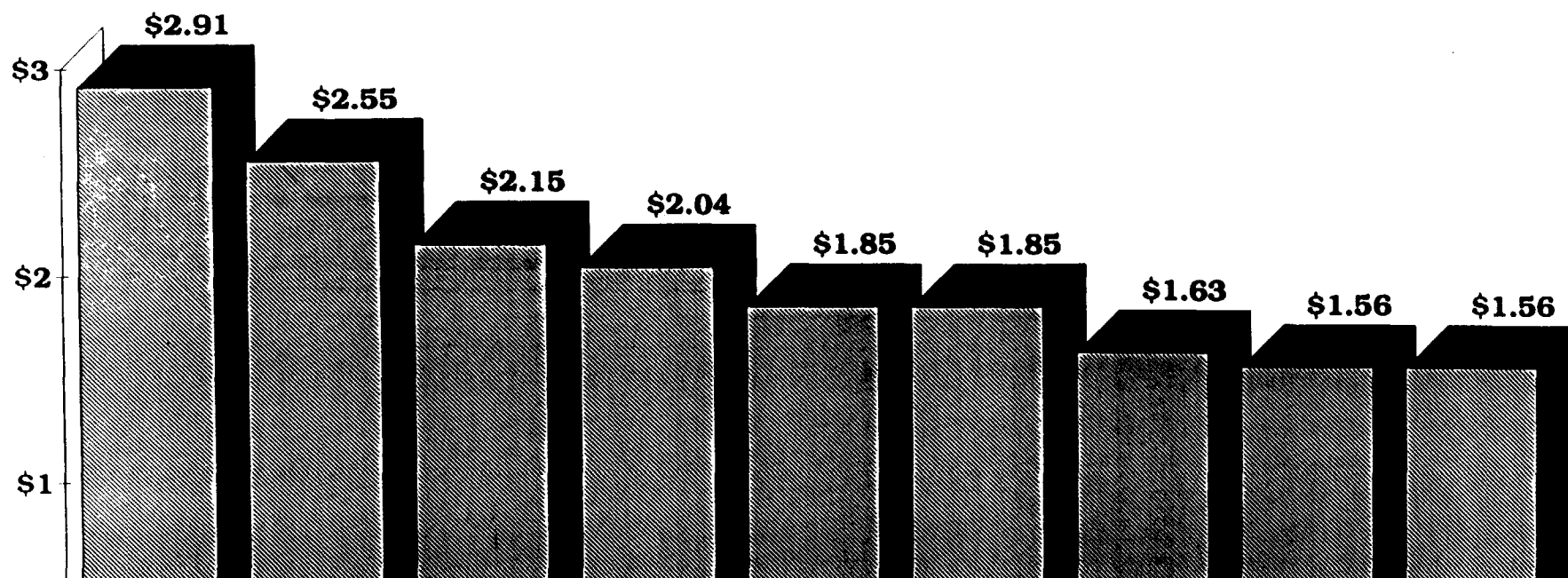
**% VIEWERS AGREEING NETWORK
CONTRIBUTES TO CABLE ENJOYMENT**



Source: Beta Research Corp., Fall 1992 Paul Kagan Associates, Inc. 1992

CABLE VIEWERS FEEL THAT DISCOVERY HAS HIGH \$ VALUE

AVERAGE PERCEIVED MONTHLY VALUE



QUALITY/TRUST SCORES (CONT.)

(Viewtrak)

	<u>DSC</u>	<u>TLC</u>	<u>CNN</u>	<u>PBS</u>	<u>A&E</u>
I Strongly Agree ...					
This Channel Has Programs the Whole Family Can Enjoy	75%	65%	38%	62%	51%
This Channel Is Unique and Distinctive	75%	62%	60%	57%	52%
Watching This Channel Is a Worthwhile Use of My Time	73%	66%	66%	59%	48%
This Is My Kind of Channel	63%	52%	53%	48%	44%

QUALITY/TRUST SCORES

(Viewtrak)

	<u>DSC</u>	<u>TLC</u>	<u>CNN</u>	<u>PBS</u>	<u>A&E</u>
I Strongly Agree ...					
I Usually Learn Something When I Watch	82%	71%	72%	63%	44%
I Can Trust What I See on This Channel	82%	69%	63%	64%	51%
This Channel Is High Quality Television	77%	67%	65%	62%	54%
This Channel Entertains While It Informs	77%	63%	52%	60%	52%

A More Detailed Description of The New Learning Channel

THREE PROGRAMMING STRANDS THAT ARE WORKING:

- **Ready, Set, Learn!**
- **Upscale "How to"**
- **Enrichment (History, Science)**

HISTORY

- **The World: A Television History**
- **History's Turning Points**
- **The Legends of History**
- **Archeology**
- **Ancient Journeys**
- **Storm from the East (Mongol Empire)**
- **The Crusades**
- **Civilisation**

SCIENCE

- **Connections**
- **Science Frontiers**
- **The History of Technology**
- **The Practical Guide to the U**

An overview of The Discovery Channel and The Learning Channel

HUMANITIES

- **Beliefs**
- **The Human Condition**
- **Men & Women: The Difference**
- **Baby, It's You**

UPSCALE HOW-TO

- **Family Handyman**
- **Renovation Zone**
- **Furniture on the Mend**
- **Gardening Naturally**
- **Cooking with the Urban Peasant**
- **Art of Mexican Cookery**
- **A Traveler's Journal**
- **Great Country Inns**

*CONSUMER RESPONSE TO THE NEW
LEARNING CHANNEL HAS BEEN
ENTHUSIASTIC BY EVERY MEASURE*

" ... whole family of seven kids loves Beakman's World" ... the one year old cries when the program gets turned off. It's corny and they love it ... they are hooked on it. Whoever produces this should be given an Emmy -- it's great, equal to "Sesame Street" when it first came out ... pass the information to the right people."

"Your channel is fantastic. I have threatened my cable company that if they remove TLC/TDC from the system

"A big thank you to all the people who have made TLC a part of our lives. TLC burns like a bright beacon of reason and enlightenment in an age in which the mass media serves no higher function than to anesthetize our minds and to relieve us of any need for critical thinking ... Again, congratulations on a truly great achievement. Keep up the good work."

"I must write you and praise your morning children shows.

What a breath of fresh air! You saved the world to me!"

History of Discovery Affiliate Rate Cards